



How to use
TYPOGRAPHY
TO ENHANCE AND COMPLIMENT
your designs

A DESIGN TUTORIAL FOR SUBLIMATION CRAFTERS
FROM DEBBIEDOESDESIGN.COM

KNOW YOUR AUDIENCE

AND THAT DOESN'T MEAN WHO'S WEARING IT!

WHILE THE INTENDED "WEARER" IS IMPORTANT, THE PERSON YOU NEED TO SELL ON IT FIRST, IS THE ONE BUYING IT.

MY DAD WOULD WEAR THIS
(SORRY DAD!)

I'd rather be
FISHING

MY MOM (THE ONE SHOPPING),
WOULD NOT BUY THIS!

AND HE WOULD WEAR THIS.

I'd rather be
FISHING

(FONTS USED: MISTY BLACK & BRAWLS TYPEFACE)

SHE WOULD BUY THIS

MOST 6 YEAR OLD GIRLS
WOULD LOVE THIS
(BUT MOM, THERE'S PINK!)

Little Miss
BOSSY

HER MOM (THE ONE SHOPPING),
WOULD THINK THIS LOOKS CHEAP.

THEY WOULD LOVE THIS
ONE JUST AS MUCH.

Little Miss
BOSSY

(FONTS USED: THE SANGRIA & ORGANIC ICE CREAM)

MOM WOULD APPROVE THIS ONE

GIFTS ARE A HUGE MARKET. YOU NEED TO COUNT ON A VAST MAJORITY OF YOUR SHOPPERS, SHOPPING FOR SOMEONE ELSE.

MOMS SHOPPING FOR DADS, MOMS SHOPPING FOR KIDS, PARENTS FOR GRANDPARENTS, GRANDPARENTS FOR GRANDKIDS, AND SO ON.



FONT EMOTIONS

LOUD

(FONT: SHOUT)

soft

(FONT: OH SAVANNAH)

Sweet

(FONT: PEARBERRY)

PLAYFUL

(FONT: BLOPP)

Elegant

(FONT: AURELLIA SCRIPT)

FORMAL

(FONT: HERINA)

GROOVY

(FONT: CORDUROY)

SCARY

(FONT: DEATH MARKERS)

ANGRY

(FONT: LASER)

NERVOUS

(FONT: KEMURI)

Rushed

(FONT: BAGUETTE)

GIRLY

(FONT: FLAWLESS FAIRYTALE)



FONT TYPES

THESE SMALL, DECORATIVE STROKES ARE CALLED "SERIFS."

THIN

THICK

SERIFS ALSO HAVE VARYING WIDTHS WITHIN EACH CHARACTER.

Serif

(FONT: BASKERVILLE OLD FACE)

Slab Serif

THICK BOLD-LIKE SERIFS.

(FONT: ALIANZA SLAB)

THE WORD "SANS" MEAN "WITHOUT." THESE ARE WITHOUT SERIFS.

SANS SERIF

(FONT: AIRWAVES)

Monospace

FONT WITH FIXED WIDTHS. LETTERS ARE THE SAME WIDTH.

(FONT: COURIER)

GOTHIC OR "OLD STYLE" FONTS.

Blackletter

(FONT: BLACK STAR)

Handwritten

HANDWRITTEN OR HAND MADE FONTS.

(FONT: ANNETTE BRADFORD)

FLOWING, CURSIVE, OR CALLIGRAPHIC FONTS.

Script

(FONT: BERNADETTE)

DECORATIVE

SWASHES, DISTRESSED, OR OTHERWISE IRREGULAR FONTS.

(FONT: PARTY STORY)



FONT SPACING

SPACING BETWEEN LETTERS
IN AN ENTIRE BLOCK OF TEXT.

TRACKING
TRACKING
TRACKING

0 TRACKING
100 TRACKING
200 TRACKING

KERNING

ADJUSTING THE SPACE BETWEEN
EACH INDIVIDUAL LETTER SO
IT'S MORE VISUALLY APPEALING.

NO KERNING.
EQUAL SPACING
BETWEEN LETTERS.

ALWAYS

OPTICAL KERNING.
SPACING BETWEEN LETTERS
ADJUSTED TO LOOK BETTER.

ALWAYS

LEADING
LEADING
LEADING

LEADING
LEADING
LEADING

LEADING
LEADING
LEADING

SPACE BETWEEN
EACH LINE OF TEXT.



MULTIPLE FONTS

ADD INTEREST AND VALUE WITH MORE THAN ONE FONT
TWO IS MY USUAL RULE OF THUMB. SOMETIMES YOU CAN GET AWAY WITH MORE, BUT THAT'S ONLY ON FEW OCCASIONS.

THIS IS CUTE

CHIN UP
BUTTERCUP

BUT THIS IS CUTER

chin up
BUTTERCUP

SAME FONTS

(FONTS USED: ONE WISH SCRIPT & ORGANIC ICE CREAM)

THIS IS COOL

LET THE
ADVENTURE
BEGIN

BUT THIS IS COOLER

Let the
ADVENTURE
Begin

SAME FONTS

(FONTS USED: BAGUETTE & BRAWLS TYPEFACE)

SOMETIMES YOU CAN CREATE CONTRAST
BY MAKING MODIFICATIONS WITH THE SAME FONTS

SAME FONTS
WITH NO CHANGES

HUSTLE
HARDER

SAME FONT WITH
MORE SPACING (TRACKING)

H U S T L E
H A R D E R

(FONT: MOTO SANS)

SAME FONT WITH STROKE
AND MORE SPACING (TRACKING)

H U S T L E
H A R D E R

COMBINING LOWER CASE AND UPPER CASE
OF THE SAME FONT SOMETIMES WORKS TOO!
(NOT ALL FONTS HAVE EXTRAS LIKE THESE, BUT IT'S WORTH CHECKING)

H U S T L E
H A R D E R

(FONT: BERNIER)



EXAMPLE USING THE OUTLINE METHOD AGAIN.

H U S T L E
H A R D E R

COMPLIMENT, NOT CLASH

CONTRAST, YET STILL COMPLIMENT

SO HAPPY
TOGETHER

LAKESIDE & CHUNKY BEAR

So Happy
TOGETHER

ANDREA & BURGUNDY

SO HAPPY
TOGETHER

BLACK RANGE & IMPERFECTA

So Happy
TOGETHER

GRATEFUL & ORGANIC ICE CREAM

So HAPPY
TOGETHER

NALISA & LAQUATSA
(LAQUATSA HAS COOLER GLYPHS THAN SHOWN HERE)

So Happy
TOGETHER

SUNKISA & DONUT DERBY

So Happy
TOGETHER

ROUTEN & BOHEM

So Happy
TOGETHER

THIRTY & PIPETTON SANS

SO HAPPY
TOGETHER

MISTLETOE & HOLIDAY COLORS

SO HAPPY
TOGETHER

SUMMER SOLSTICE & LAGOON

So Happy
TOGETHER

LITTLE ROSE & MODIGIRLS SANS

So Happy
TOGETHER

QUENTIN & LA COSTA

CLASHING FONTS

GOTHIC
CASUAL
NOT
HAPPY

CHILDISH
FORMAL
NOT
HAPPY

FUN
SERIOUS
Not
HAPPY

ELEGANT
CASUAL
Not
Happy

SPORTY
WESTERN
NOT
HAPPY



Not
Happy
BOTH SERIFS
BUT NOT GOOD
TOGETHER

MIX IT UP

Use Some
COLOR

Use Some
COLOR

Use Some
COLOR

Use Some
COLOR

(FONTS USED: LIGHT SHUTTER & ACRYLIC HAND)

USE GLYPHS

NOT ALL FONTS HAVE GLYPHS, BUT A LOT DO!
GLYPHS ARE A GREAT WAY TO ADD SOME STYLE!

Retrology

Allegory

SAN FRANCISCO

Retrology

Allegory

SAN FRANCISCO

KEEP IT BALANCED

USE YOUR SOFTWARE'S ALIGN TOOLS.
THAT'S WHAT THEY WERE MADE FOR.

Keep it
CENTERED

Or make it
STAGGERED

but balanced

(FONTS USED: BHATOSHINE & AIRWAVES)

(FONTS USED: SIGNATURA MONOLINE SCRIPT & AIRWAVES)



FONT RULES TO LIVE BY

IF YOU'RE SELLING, BUY THE FONT

THIS IS VITAL! MAKE SURE YOU PURCHASE A COMMERCIAL LICENSE OR YOU CAN FIND YOURSELF IN LEGAL TROUBLE.

DON'T MIX SCRIPT FONTS

*Please
Don't Do It*

*It Never
works out*

*Many
Have Tried*

USE PROPER GRAMMAR & PUNCTUATION

TYPOS WILL IMMEDIATELY TURN OFF CUSTOMERS. THERE ARE A FEW SPECIAL SITUATIONS WHEN YOU CAN DROP A COMMA, OR A CAPITAL LETTER, BECAUSE IT THROWS THE DESIGN OFF. BUT INCORRECT SPELLING, A MISSING APOSTROPHE, OR WRONG USES OF WORDS, ARE DETRIMENTAL TO YOUR BRAND.

MAKE SURE IT'S LEGIBLE

WITH A FEW EXCEPTIONS OF DESIGNS THAT ARE INTENDED TO BE STYLISTIC, RATHER THAN ACTUALLY DELIVERING A MESSAGE, YOU NEED TO MAKE SURE PEOPLE CAN READ WHAT YOUR DESIGN SAYS.

you can't read this
I'M SORRY

(FONTS USED: BAGUETTE & AIRWAVES)

you can make it work
SOMETIMES

(FONTS USED: SUNKISSED BEACH & AIRWAVES)

**SOME FONTS
ARE NOT MEANT
TO BE READ**



*and some are
JUST POORLY DESIGNED*



FONT RULES TO LIVE BY

ALWAYS WELD SCRIPT FONTS

LETTERS AREN'T TOUCHING
Not Welded → Welded

ADJUST THE KERNING AND/OR TRACKING TO LINE THEM UP
(CRICUT DESIGN SPACE IS A KNOWN OFFENDER)

NEVER SQUISH OR STRETCH

YES → NO NO

IF YOU NEED IT TO FIT,
ADJUST THE SPACING
(REMEMBER TRACKING?)

TRACKING

OR PICK A DIFFERENT
FONT THAT DOESN'T
NEED ALTERING

SHORT TALL

DON'T USE SCRIPT FONTS IN ALL CAPS

NASTY → Pretty

MAKE CONSCIOUS FONT CHOICES

FRESH LEMON
parts

F OR T?

WORLD'S BEST
aunt

A OR C?

SOMETIMES THE WORDS
DON'T LOOK LIKE THE WORDS
YOU INTENDED THEM TO BE
(NONE OF THESE FONTS WERE ALTERED)

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CL OR D?

I Love
FLICKERING LIGHTS

LI OR U?



DEBBIE'S FONT "BURN BOOK"

FONTS CRAFTERS SHOULD AVOID

THIS IS NOT A LIST OF BAD FONTS. THIS IS A LIST OF FONTS THAT ARE OVERUSED. MOST OF THESE ARE OVERUSED FOR A REASON. THEY ARE FAMILAR, AND FOR THE MOST PART, VERY WELL DESIGNED FONTS. THE PROBLEM LIES IN THE MONOTONY AND LACK OF CREATIVITY THESE FONTS PORTRAY. IT DETRACTS FROM A FONT'S APPEAL WHEN WE KEEP SEEING THE SAME ONES USED OVER AND OVER AGAIN. A GOOD CRAFTER (AND AS SUCH, A DESIGNER) SHOULDN'T HAVE "GO-TO" FONTS. YOUR DESIGNS SHOULD ALWAYS BE FRESH AND HELP YOUR BRAND OR PRODUCTS STAND OUT. USING THESE FONTS CAN BE DAMAGING TO YOUR CREATIVE AND PROFESSIONAL CREDITBILITY, AND SHOULD BE AVOIDED. THERE ARE AT LEAST HALF A MILLION FONTS IN EXISTENCE (ACCORDING TO A QUICK GOOGLE SEARCH). PLEASE FIND OTHER UNIQUE, MEMORABLE, OR CREATIVE FONTS TO HELP DRAW PEOPLE IN.

(TITLE FONTS USED: MARQUEE & ACRYLIC HAND)

Comic Sans
Papyrus
Curlz MT
Harrington
Brush Script
Alex Brush
Jokerman
Viner Hand
Kristen ITC
HERCULANUM
GOUDY STOUT
Bradley Hand
Lucida Calligraphy
Lucida Handwriting
Informal Roman
NEULAND INLINE
A Yummy Apology
HAWAIIAN PUNK
Wide Latin
PR UNCIAL
Apple Chancery
Bickley Script
Magneto
Chalkboard
French Script
Techno Bold Italic
Architects Daughter
Monotype Crosiva
Tekton Pro

Scripting
Zappino
Vivaldi
Mistral
Hobo
Lobster
Sand
FF Blur
Bonzai
Ravie
Aladdin
MATISSE ITC
Snap ITC
LITHOS
Ink Free
Giddyup
Matura
BAZOOKA
Forte
CURELY
Cucho
cheri
Country
Pacifico

Luna
Galb
Revue
HOT CHIPS
Chiller
Staccato
AMATIC
Juice ITC
Gigi
Marker Felt
Courier
Souvenir
STENCIL
FISH FINGERS
TOON TIME
Noteworthy
SCRIBBLE
Chalkduster
Rage Italic
Segoe Script
Freestyle Script
LOVE LETTERS
ALGERIAN
Bleeding Cowboys
Autumn In November
mf i love glitter

Magnolia Sky
aBRACADABRA
Catfish Line Script
Chasing Hearts
Cupcake Party
Cutie Patootie
DK INNUENDO
El Rio Lobo
Barchment
TACO SALAD
BALLOON XBD
AlexDirte Brush
going slow
Bellatrix
Bromello
Betterfly
Milkshake
Script MT Bold
Euphoria Script
OAKER SOLID & SHINY
Princess Sofia
Samantha